

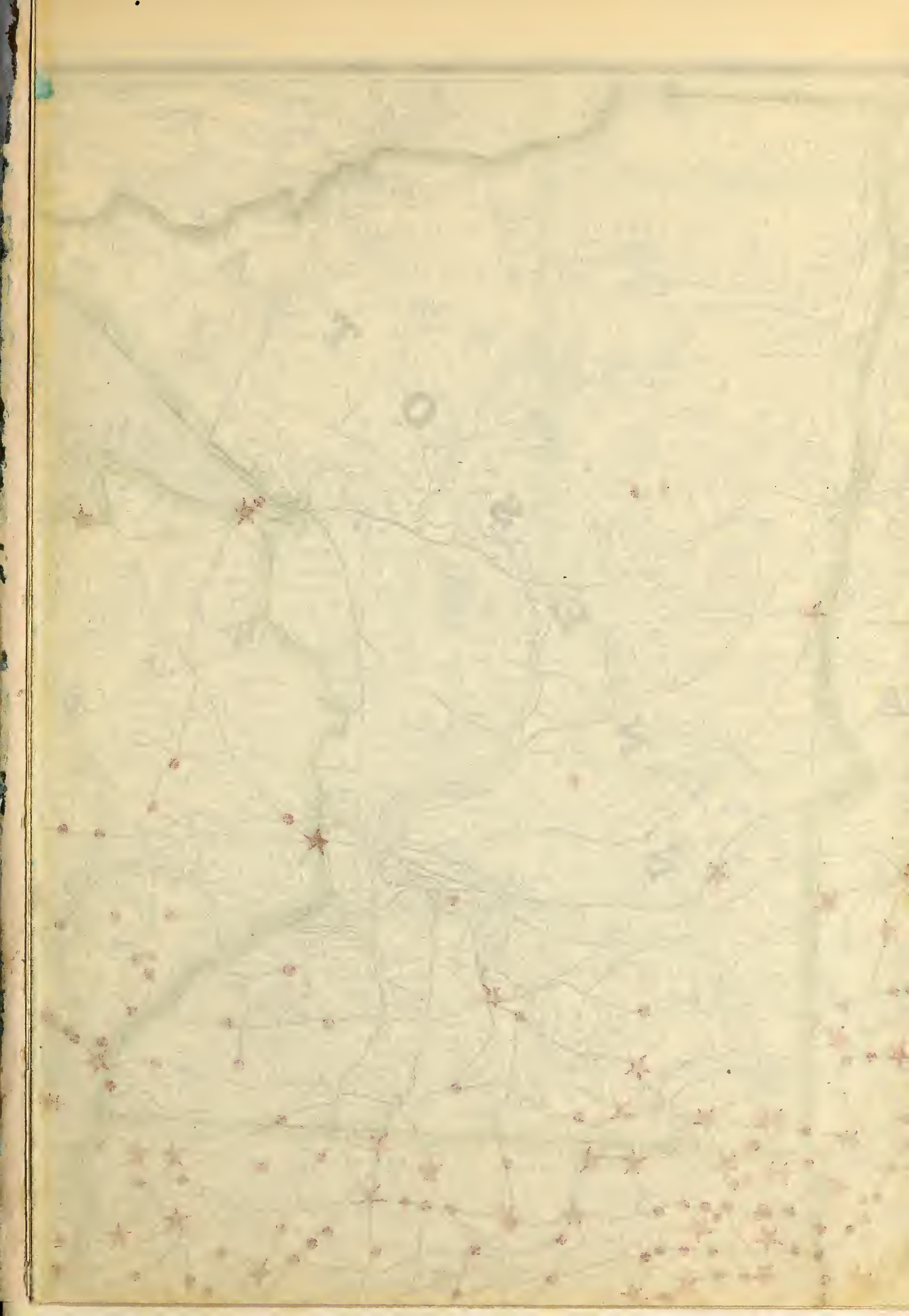
CHICAGO · NEWS · PAPER ·
MORNING ·
LISTS.



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THE UNIVERSITY OF ILLINOIS
AT CHICAGO

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ADVERTISER'S MAP

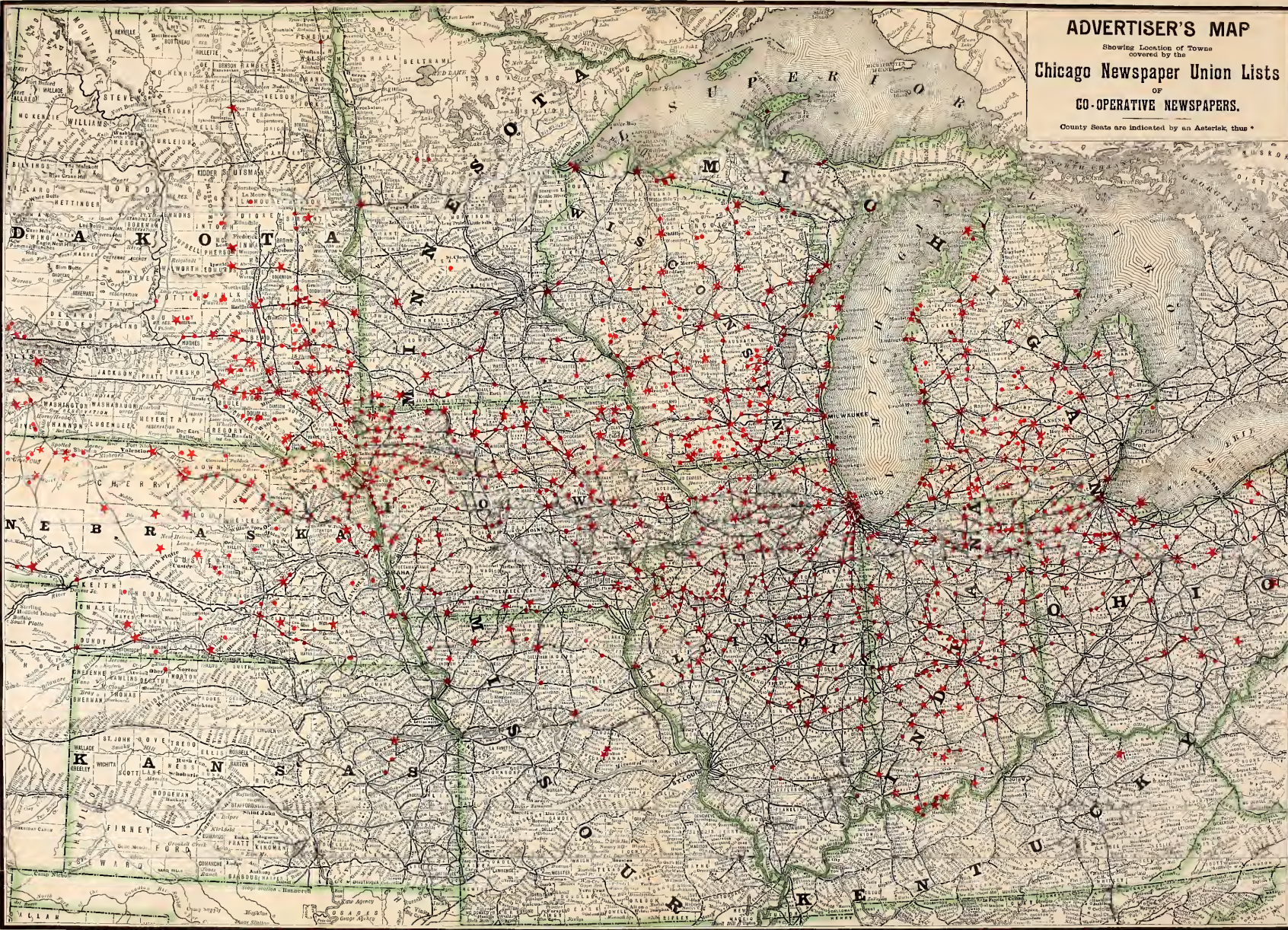
Showing Location of Towns
covered by the

Chicago Newspaper Union Lists

OF

CO-OPERATIVE NEWSPAPERS.

County Seats are indicated by an Asterisk, thus *





CHICAGO

NEWSPAPER UNION LISTS

EMBRACING

1,245 OF THE BEST CLASS OF COUNTRY HOME PAPERS.

MAIN OFFICE:

271 & 273 FRANKLIN STREET,
CHICAGO.

EASTERN OFFICE:

No. 10 Spruce Street (Second Floor),
NEW YORK.

PUBLISHING OFFICES:

Chicago, Ill.; Milwaukee, Wis.; Madison, Wis.; Sioux City, Iowa;
Indianapolis, Ind.; Fort Wayne, Ind.

JOHN F. CRAMER,
President.

1890.

CHAS. E. STRONG,
General Manager.



FACTS FOR ADVERTISERS.

The amount of money spent in the newspapers by the leading advertisers of the country is something enormous, running into the tens of millions annually. There are many large firms whose principal item of expense in running their business is advertising. If their advertising is not productive of good results, they must do business at a loss. To ascertain, then, the best means of reaching consumers of the article advertised, for the money invested, must be the care and study of the judicious advertiser. As a general rule, wherever the advertiser has intelligently exercised this judgment he has been successful and prosperous, and where he has failed to properly grasp the situation he has generally been a failure.

How to reach the consumers of the articles advertised through such mediums as have the least waste—that is, papers that go to the family and are read in the home circle—is ever the study and aim of the judicious and successful advertiser. What class of papers have the most waste for the advertiser—that is, papers that are glanced over for a market report or a telegram, and then thrown away? Most undoubtedly the daily papers. Not so with the home country paper. There is comparatively no waste to the advertiser in the country newspapers, for, with the exception of the few exchanges, every copy printed goes into the homes of paid subscribers, and is sometimes read over and over again during the week. A country weekly of one thousand circulation can do better service for an advertiser than a daily of five thousand circulation. The country weekly goes into the family, has less of its space devoted to unseemly display and unsightly cuts, is conservative and not sensational. Every copy of it is read in the home, while the daily is thrown aside on the streets, in stores, around railroad depots, on the trains and street cars after the merest perusal of its columns. The advertiser, as a general rule, gets all he pays for in the country home paper. This is especially the case with advertisers in the co-operative papers, because there is rarely more than one and a half to two columns of advertising on the co-operative pages to confuse the reader and divide his interest. It is a well-known fact that the most

enterprising and extensive as well as the most progressive and successful advertisers in America are regular patrons of the co-operatives, while those who have failed to make advertising a success rarely if ever patronized their columns. A glance at the advertisements of our patrons in our papers, and a perusal of the testimonials elsewhere in this catalogue, will convince the reader of the truth of this assertion.

Again: The shrewd advertiser should take into consideration, when about to invest his money, the character of the readers of the different mediums presented to him for consideration. If the owner of a proprietary medicine, for instance, should desire to invest \$100,000 in newspaper advertising, from what class of mediums might he reasonably expect the best returns for his money? Most undoubtedly from the home country weekly newspapers, and for the following reasons: Take a large city of a million people that would necessarily have to be reached by the advertiser through daily papers. Of this population a large per cent. are poor people, unable to purchase anything but the bare necessities of life, and consequently unable to respond to anything calling for an outlay of over a few cents. This class of people are reached, if, indeed, they can be reached at all, at heavy cost through the cheap penny daily papers. Another class of people in the large cities that are of little value for the consumption of proprietary medicines are the rich. They hardly ever purchase a bottle of patent medicine, but employ their family physician upon every occasion of complaint in a member of their family, no matter of how trivial a nature. This class is reached at great expense by the large daily papers. Taking these two great classes out of the population of a large city, and the advertiser would have to depend upon the remainder for custom to purchase his goods and make his advertising profitable. Now, how about the chances of this same advertiser in a population of a million people in the towns, villages, and farm homes of the country, reached and regularly visited by the local home papers? No class too poor here to purchase a bottle of medicine or a box of pills when they need them. No class so aristocratic as to sneer at patent medicines, and employ only a pampered physician in time of illness at his own price. Nearly every one of this million people, reached by the local home papers, uses patent medicines in one way or another, and has the means to purchase them. Surely the advertiser's field would be more profitable here than in the great city. This same argument holds good for other advertising as well as proprietary medicines.

And now, a word upon the co-operative newspapers as they are to-day, in comparison with what they were in the early days of

their existence. THE CHICAGO NEWSPAPER UNION is the pioneer in the newspaper co-operative business, its Milwaukee list being established in 1864, the first co-operative list in this or any other country. Like all new enterprises, the co-operative newspapers of the early days lacked many of the essentials needed to induce the better class of country newspapers to adopt the system. From a crude and small beginning a quarter of a century ago, the co-operative system has grown to be an enormous business, embracing at the present time over 7,000 American newspapers. So perfect has the system been made, and so complete its methods for supplying the needs of country publishers, that its adoption by them has been the means of improving and elevating the standard and character of American newspapers fully thirty per cent. The CHICAGO NEWSPAPER UNION has kept abreast of its competitors in improving, perfecting and amplifying the system. We have now seven different publication houses, in various parts of the country, from which we furnish our patrons with papers in the different States covered by our Lists. In this way we have localized the business, making the papers of local interest in the communities where they are read. In the early days the report of a national convention or some enterprise of national importance was about as near as the co-operative system came to be of local interest to its readers. All this is now changed. With our publication houses located at convenient distances from one another, we can give the details of State, Congressional, and County Conventions, as well as the reports of State and County Fairs and other important matters of local interest in each locality, thus making the co-operative sides of the papers of local as well as of general interest to the readers. In this way we have, for the past few years especially, attracted to our lists a large number of the best country papers formerly printed all at home, simply because their readers demanded such news as we were furnishing, and such news as they had to have in order to hold them as subscribers, and such news as the average country publisher could not get nor afford to print himself. We have upon our lists papers attracted in this way of from 1,600 to 2,000, and some as high as 3,000, circulation. Of course, while we have many papers of this kind, the greater number run from 500 to 1,000 copies per week. We refer to the larger circulation simply to show that our co-operative papers are improving and increasing in circulation steadily, and are, therefore, of greater importance to advertisers than ever before.

CHICAGO NEWSPAPER UNION.

CHICAGO NEWSPAPER UNION.

(ESTABLISHED 1870.)

THIS LIST CONTAINS 379 NEWSPAPERS,

PUBLISHED IN

ILLINOIS, IOWA, MICHIGAN, WISCONSIN AND INDIANA.

RATE: \$2.50 PER AGATE LINE PER WEEK.

ILLINOIS—137 Papers.

ARCOLA	Record	* DIXON.....	Sun
ARENZVILLE	Argus	DWIGHT	Herald
ARLINGTON HEIGHTS.....	Herald	ELMWOOD.....	Messenger
ASHTON	Press	ERIE	Independent
ASTORIA.....	Argus	EVANSTON.....	Citizen
ATHENS	Free Press	FAIRBURY	Local Record
BARRINGTON	Herald	FARMER CITY	Journal
BEECHER	Journal	FARMER CITY	Republican
* BELVIDERE	Northwestern	FERNWOOD.....	Herald
BISHOP HILL	News	FORREST	Rambler
BLOOM	Journal	FORRESTON.....	Herald
BLUE ISLAND	Standard	FRANKLIN GROVE.....	Reporter
BRACEVILLE	Herald	GANO	Enterprise
BRADFORD.....	Independent	GENESEO.....	News
BRAIDWOOD	Republican	GIBSON CITY.....	Enterprise
BRIMFIELD.....	News	GILMAN.....	Star
BYRON	Express	GOODENOW.....	Journal
CABERY	Enquirer	GRAND CROSSING.....	Enterprise
CHEBANSE.....	Herald	GREENVIEW	Mail
* CHICAGO.....	Argus	HAMILTON.....	Press
* CHICAGO.....	Conservator	* HAVANA	Democrat
* CHICAGO.....	Magnet	HEGEWISCH.....	Journal
* CHICAGO.....	Mixed Drinks	HOMER.....	Enterprise
* CHICAGO	Society News	ILLIOPOLIS.....	State Center
* CHICAGO.....	South Side Advocate	JEFFERSON.....	Herald
* CHICAGO.....	Southwest Advertiser	* JOLIET.....	Press
* CHICAGO.....	Sunday News	* JOLIET.....	Record
CHICAGO LAWN.....	Record	* KANKAKEE	Democrat
COAL CITY.....	News	KEITHSBURG	Times
COLCHESTER.....	Independent	KENSINGTON.....	Enterprise
COLCHESTER.....	News	KIRKWOOD.....	Leader
COMPTON.....	Record	LANARK	News
CRETE	Journal	LA SALLE.....	Democrat-Press
DE KALB.....	Chronicle	LEMONT.....	Democrat
DELAVAN.....	Advertiser	LE ROY.....	Journal
		LIBERTYVILLE.....	Call

LOCKPORT.....Phoenix
 LODA.....Register
 MAROA.....Times
 MARSEILLES.....News
 MASON CITY.....Herald
 MASON CITY.....Independent
 MATTESON.....Journal
 McHENRY.....Plaindealer
 MENDOTA.....Bulletin
 * METAMORA.....Sentinel
 MILFORD.....Herald
 MILLEDGEVILLE.....Free Press
 MINONK.....News
 MOMENCE.....News
 MONEE.....Journal
 MORGAN PARK.....Standard
 * MORRIS.....Herald
 * MOUNT CARROLL.....Herald
 NAPERVILLE.....Clarion
 NORMAL.....Advocate
 ORANGEVILLE.....Courier
 * OREGON.....Reporter
 PALATINE.....Enterprise
 PAW PAW.....Times
 * PAXTON.....Register
 PECATONICA.....News
 PERU.....Call
 PERU.....News-Herald
 PIPER CITY.....Advocate
 * PONTIAC.....Leader
 POTOMAC.....News
 * PRINCETON.....News
 PULLMAN.....Enterprise
 RARITAN.....Reporter
 ROSELAND.....Enterprise
 ROSSVILLE.....Press
 RUTLAND.....Courier
 SAVANNA.....Journal
 SAYBROOK.....Gazette
 SENECA.....Record
 SHANNON.....Express
 SHEFFIELD.....Times
 SHERIDAN.....Independent
 ST. CHARLES.....Chronicle
 STRONGHURST.....Graphic
 * SULLIVAN.....News
 * TOLEDO.....Democrat
 * TOULON.....Sentinel
 TURNER.....Democrat
 TURNER.....Independent
 * TUSCOLA.....Review
 UTICA.....Gazette
 VARNA.....Herald
 WASHBURN.....Sentinel
 WASHINGTON.....News
 WASHINGTON HEIGHTS.....Journal
 * WATSEKA.....Times
 * WAUKEGAN.....Record
 WENONA.....Gazette
 WENONA.....Index
 * WHEATON.....Press
 WILMINGTON.....Review
 WINNEBAGO.....Reflector

WOODLAWN.....Enterprise
 WYOMING.....Post-Herald
 YATES CITY.....Banner

IOWA—69 Papers.

AMES.....Intelligencer
 * BEDFORD.....Democrat
 BLAIRSTOWN.....Press
 * BLOOMFIELD.....Democrat
 * BLOOMFIELD.....Greenback
 BRIGHTON.....Enterprise
 CLARKSVILLE.....Star
 CLEARFIELD.....Enterprise
 COLUMBUS JUNCTION.....Gazette
 CONRAD GROVE.....Journal
 * CORYDON.....Democrat
 * CORYDON.....Times-Republican
 CRESTON.....American
 CRESTON.....Commonwealth
 CROMWELL.....Herald
 CUSHING.....Paralyzer
 EDDYVILLE.....Tribune
 * ELKADER.....Register
 ELMA.....Sun
 FAIRBANK.....View
 FARMINGTON.....Herald
 GLADBROOK.....Northern
 * GRUNDY CENTER.....Herald
 HEDRICK.....Journal
 HOPKINTON.....Leader
 HUBBARD.....Journal
 * INDEPENDENCE.....Advocate
 * INDEPENDENCE.....Conservative
 JESUP.....Critic
 KEOTA.....Eagle
 * LANSING.....Mirror
 LA PORTE CITY.....Progress
 MALVERN.....Leader
 * MAQUOKETA.....Record
 * MARENGO.....Democrat
 * MARION.....Pilot
 * MARSHALLTOWN.....Statesman
 MARTINSBURG.....Sentinel
 MARYSVILLE.....Independent
 MITCHELL.....Democrat
 MORNING SUN.....News
 * MOUNT PLEASANT.....Herald
 NASHUA.....Post
 NEW LONDON.....Eclipse
 NEW LONDON.....Sun
 * NORTHWOOD.....Index
 OELWEIN.....Journal
 * OTTUMWA.....World
 * RED OAK.....Express
 RICHLAND.....Bee
 SABULA.....Gazette
 SHELLSBURG.....Call
 SOUTH ENGLISH.....Herald
 STANTON.....Call
 STRAWBERRY POINT.....Press
 SUMNER.....Gazette
 TINGLEY.....Vindicator
 * TIPTON.....Conservative

TRAER.....	Star-Clipper	* IONIA.....	Express
UNION.....	Star	IRON MOUNTAIN.....	Industrial Journal
VICTOR.....	Index	* IRON RIVER.....	Reporter
VILLISCA.....	Review	ISHPEMING.....	Record
* VINTON.....	Observer	JONESVILLE.....	Gazette
* WAVERLY.....	Democrat	* KALKASKA.....	Kalkaskaian
* WAVERLY.....	Republican	* LAKE CITY.....	Republican
WELDON.....	Hornet	LAKE ODESSA.....	Wave
WEST BRANCH.....	Times	* LANSING.....	Sentinel
* WEST UNION.....	Union	LAWRENCE.....	Times
WOODWARD.....	Enterprise	LESLIE.....	Local
		* LUDINGTON.....	Record
		LUTHER.....	Enterprise
		* MANISTEE.....	Democrat
		* MANISTEE.....	Times-Sentinel
		MARINE CITY.....	Magnet
		* MARSHALL.....	Statesman
		MIDDLETON.....	News
		MIDDLEVILLE.....	Republican
		MORLEY.....	Advance
		* MUSKEGON.....	Monitor
		NEGAUNEE.....	Iron Herald
		* NEWAYGO.....	Tribune
		NILES.....	Mirror
		NILES.....	Republican
		OLIVET.....	Optic
		ONEKAMA.....	Lake Breeze
		OSCODA.....	Saturday Night
		OTSEGO.....	Union
		* PAW PAW.....	Free Press
		* PAW PAW.....	True Northerner
		PETOSKEY.....	Record
		PLAINWELL.....	Independent
		QUINCY.....	Herald
		* SAGINAW.....	News
		* SANILAC CENTER.....	Republican
		SHELBY.....	Independent
		SPRINGPORT.....	Signal
		ST. JOSEPH.....	Sun
		ST. LOUIS.....	Leader
		ST. LOUIS.....	Republican
		THREE OAKS.....	Quill
		THREE RIVERS.....	Herald
		THREE RIVERS.....	News-Reporter
		VASSAR.....	Times
		VERMONTVILLE.....	Echo
		WHITEHALL.....	Forum
		YPSILANTI.....	Sentinel

MICHIGAN—97 Papers.

ALBION.....	Mirror
* ALLEGAN.....	Record
ALMA.....	News
ASHLEY.....	Gleaner
AUGUSTA.....	Chronicle
BANCROFT.....	Advertiser
BANGOR.....	Democrat
BEAR LAKE.....	Beacon
BELLEVUE.....	Gazette
BENTON HARBOR.....	News
* BESSEMER.....	Pick and Axe
* BIG RAPIDS.....	Current
* CADILLAC.....	News and Express
CALUMET.....	News
CAPAC.....	Journal
* CARO.....	Democrat
CARSON CITY.....	Gazette
* CASSOPOLIS.....	Vigilant
* CENTERVILLE.....	Republican
CHARLEVOIX.....	Journal
CHARLEVOIX.....	Sentinel
CHELSEA.....	Standard
CLARE.....	Press
CLARKSVILLE.....	Mirror
* COLDWATER.....	Republican
CONSTANTINE.....	Advertiser
CONSTANTINE.....	Herald
DEERFIELD.....	Record
DOUGLAS.....	Record
EASTLAKE.....	Herald
EAST SAGINAW.....	Sunday Review
EAST TAWAS.....	Gazette
EATON RAPIDS.....	Herald
EAU CLAIRE.....	Enterprise
* FLINT.....	Journal
FLUSHING.....	Observer
FREMONT.....	News
* GRAND HAVEN.....	Herald
GRAND LEDGE.....	Graphic
GRAND LEDGE.....	Independent
* GRAND RAPIDS.....	News
* GRAYLING.....	Avalanche
* HASTINGS.....	Democrat
HESPERIA.....	News
HOLLAND.....	City News
HOMER.....	Index
* HOWELL.....	Democrat
HUDSON.....	Post
IMLAY CITY.....	Optic

WISCONSIN—43 Papers.

* BARABOO.....	Times
BERLIN.....	Journal
BLANCHARDVILLE.....	Post
BLUE MOUNDS.....	Press
BOSCOBEL.....	Dial
CASSVILLE.....	Index
CLINTONVILLE.....	Tribune
COLUMBUS.....	Democrat
DALEYVILLE.....	Star
* DARLINGTON.....	Democrat
* DARTFORD.....	Breezes
DE PERE.....	News

* DODGEVILLE.....	Chronicle	AMO.....	Reporter
* DODGEVILLE.....	Rural Eye	BLOOMINGDALE.....	World
* DODGEVILLE.....	Sun	* BLOOMINGTON.....	Telephone
EVANSVILLE.....	Review	* BRAZIL.....	Democrat
* FLORENCE.....	News	CLAYTON.....	Claytonian
HOLLANDALE.....	Herald	CLOVERDALE.....	Leader
* JANESVILLE.....	Signal	COATESVILLE.....	Mail
* KENOSHA.....	Leader	* COVINGTON.....	People's Friend
LAKE GENEVA.....	Herald	* CROWN POINT.....	Star
* MARINETTE.....	Argus	DANA.....	News
MARKESAN.....	Herald	EAST CHICAGO.....	Journal
* MAUSTON.....	Sun	ELNORA.....	Enterprise
* MILWAUKEE.....	Times	FILLMORE.....	Star
* MONROE.....	Journal	* FOWLER.....	Review
MONTFORT.....	Monitor	GREENWOOD.....	Graphic
MOUNT HOREB.....	Sun	HOBART.....	Tribune
NEW GLARUS.....	Echo	* KENTLAND.....	Democrat
* OCONTO.....	Lumberman	* LA PORTE.....	Sunday Plain Dealer
PESHTIGO.....	Argus	LOWELL.....	Tribune
PLAINFIELD.....	Sun	MICHIGAN CITY.....	Dispatch
* PORT WASHINGTON.....	Star	MONTEZUMA.....	Reporter
PRINCETON.....	Republic	NEW HARMONY.....	Register
* SHEBOYGAN.....	Telegram	ORLEANS.....	Examiner
SHULLSBURG.....	Pick and Gad	* PLYMOUTH.....	Republican
SUN PRAIRIE.....	Countryman	* RENSSELAER.....	Sentinel
TOMAHAWK.....	Blade	STILESVILLE.....	Citizen
UNION GROVE.....	Enterprise	WALKERTON.....	Independent
* WAUPACA.....	Republican	WORTHINGTON.....	Clarion
WESTFIELD.....	Union		
WEST SUPERIOR.....	Call		
WHITEWATER.....	Register		

INDIANA — 29 Papers.

* ALBION.....New Era

ELSEWHERE — 4 Papers.

BLOOMDALE, OHIO.....Derrick
 BROWNSVILLE, MINN.....News
 CHATFIELD, MINN.....Democrat
 NORTH BALTIMORE, OHIO.....News

THE COUNTRY PAPER.—The country paper is taken by the best citizens of the country towns. The class who have the most pride in sustaining a country paper are the best among whom to circulate your announcement.

CONSTRUCTION OF ADVERTISEMENTS.—If you have not done any general advertising, and are at a loss to know how to construct your advertisement, simply give us the points as to the article you wish advertised, the space you wish it to occupy, and we will get you up an advertisement most suitable to your wants, and submit it to you for your approval—free of all charge.

We have made this a special feature of our business for years, and are very confident of our ability to please you in every way.

HOW TO REACH FARMERS.—Manufacturers and dealers in agricultural implements, seedsmen, and other persons desirous of obtaining the farmers' trade, can do so by advertising in these papers. For what farmer (or farmer's family) is there but reads the local paper of his own town? How eagerly its arrival is looked for, and how thoroughly it is read—locals, miscellaneous matter, news, advertisements and all—not a line passed over. It is read and re-read, and holds its sway over the household for the whole week, till the next issue is out, when the interest is renewed; and thus it is each week with these local country papers. They are the one sensible and economical way of reaching the farmer and his family, who believe what their own home paper publishes—both reading-matter and advertisements.

STANDARD NEWSPAPER UNION.

(ESTABLISHED 1880.)

CHICAGO NEWSPAPER UNION, Proprietors.

THIS LIST CONTAINS 100 NEWSPAPERS

PUBLISHED IN

ILLINOIS, IOWA, MISSOURI AND KANSAS.

RATE: 75 CENTS PER AGATE LINE PER WEEK.

ILLINOIS—67 Papers.

ABINGDON	Argus	MAQUON	Times and Advertiser
* ALEDO	Democrat	MAROA	News
ALTA	Telephone	MARSEILLES	Daily News
ARROWSMITH	News	* MARSHALL	Illinoisan
ASHMORE	Republican	MARTINSVILLE	Enterprise
ASSUMPTION	Herald	MATTOON	Daily Journal
AVON	Sentinel	MECHANICSBURG	Times
BARRY	Adage	MEREDOSIA	Commercial
BUDA	Plain Dealer	MONICA	Telephone
* CAIRO	Daily Argus	* MONMOUTH	Democrat
* CAMBRIDGE	Chronicle	NEW BERLIN	Reporter
CANTON	Republican	NEWMAN	Independent
CASEY	Banner	NIANTIC	Observer
CENTRALIA	Daily Gazette	ODELL	Gazette
CERRO GORDO	Era	* OQUAWKA	Democrat
CHANDLERVILLE	Times	PANA	Gazette
COLFAX	Leader	* PEORIA	Home Advocate
DUNLAP	Telephone	* PONTIAC	Free Trader and Observer
* EFFINGHAM	Republican	PRAIRIE CITY	News
ELMWOOD	Gazette	PRINCEVILLE	Telephone
FAIRVIEW	Bee	* QUINCY	Optic
FULTON	Journal	RIDGE FARM	Times
* GALESBURG	Press and People	* ROBINSON	Argus
GOOD HOPE	Torpedo	* SHELBYVILLE	Daily Union
HOOPESTON	Daily Chronicle	* SHELBYVILLE	Leader
HOOPESTON	Weekly Chronicle	* SHELBYVILLE	Weekly Union
HOPEDALE	Review	SHELDON	Journal
KNOXVILLE	Republican	SIDELL	Wayside
LA HARPE	La Harper	* TOLEDO	Express
LE ROY	Free Press	* TOULON	News
* LEWISTOWN	News	* TUSCOLA	Republican
LITTLE YORK	Ensign	VIRDEN	Reporter
MACON	Signal	* VIRGINIA	Enquirer
		WILLIAMSVILLE	Gazette

IOWA—9 Papers.

ALLERTON.....	News
DEEP RIVER.....	Press
* LEON.....	Fact
MILTON.....	Herald
* MOUNT PLEASANT.....	Daily News
* MOUNT PLEASANT.....	Independent
SEYMOUR.....	Press
* VINTON.....	Semi-Weekly Eagle
WEST LIBERTY.....	Index

MISSOURI—15 Papers.

BARING.....	Record
BROOKFIELD.....	Argus
BROOKFELD.....	Gazette
* FULTON.....	Daily Globe
* FULTON.....	Weekly Globe
HARRIS.....	Voice
LA BELLE.....	Star
MAITLAND.....	Herald

* MILAN.....	Republican
MOBERLY.....	Daily Monitor
* PRINCETON.....	Telegraph
REA.....	Times
SHELBINA.....	Torchlight
SPICKARDSVILLE.....	Gazette
* ST. JOSEPH.....	Star

KANSAS—3 Papers.

OSAGE CITY.....	Free Press
SCRANTON.....	Times
* TOPEKA.....	Western Veteran

OTHER STATES—6 Papers.

BERLIN, Wis.....	Daily Journal
* CHARLOTTE, Mich.....	Tribune
EATON RAPIDS, Mich.....	Paper
* GRAND HAVEN, Mich.....	Daily Tribune
NEENAH, Wis.....	Daily News
ST. JOSEPH, Mich.....	Daily Sun

ESTIMATES.—It affords us pleasure to give estimates of the cost of advertising in any of our lists, whether for one insertion or one year. It will cost you nothing to get our figures, and may save you money.

VERY few advertisers realize the fact that people in country towns have few facilities for purchasing their goods. For this reason, as a general rule, they resort to the advertising columns of their local paper, thereby making it what the daily paper of a large city is to its readers—their shopping guide; consequently, advertisers who are looking for this trade cannot find better mediums than the papers in this list.

LEGITIMATE ADVERTISING.—It has long been conceded by experienced advertisers that NEWSPAPER ADVERTISING is the only *legitimate* mode of securing the general attention of the public. There are few families in this great country who do not receive regularly a newspaper, and in the smaller communities the local home paper is the first sought for. The present very low prices of subscription charged for the average weekly paper place it within every home, even the most humble, with scarcely a single exception.

AN OLD ADVERTISER'S ADVICE.—An old advertiser, who has expended much money in newspaper advertising and received satisfactory results therefrom, recently gave this advice to a new and inexperienced advertiser. Said he: "Legitimate newspaper advertising *will pay you* if you use space judiciously. *First*, make your announcement as brief as possible, and continue the same for a length of time that will be sufficient to convince readers that you are established upon a firm basis. *Second*, do not promise what you cannot fulfill. If you deceive one purchaser, it will keep hundreds of others from coming to you." This is the secret of success in advertising. A small advertisement, neatly displayed and printed in a manner that will attract the attention of the reader, cannot fail to bring satisfactory results, if there is any merit in the article for which the advertiser desires to create a demand; and no newspapers are more valuable in this connection than those enumerated upon the pages of this Catalogue.

FORT WAYNE NEWSPAPER UNION.

(ESTABLISHED 1877.)

CHICAGO NEWSPAPER UNION, Proprietors

THIS LIST CONTAINS 156 NEWSPAPERS,

PUBLISHED IN

NORTHERN OHIO AND INDIANA; ALSO IN SOUTHERN MICHIGAN

RATE: \$1.00 PER AGATE LINE PER WEEK.

INDIANA — 56.

ALEXANDRIA.....Times
ATTICA.....Democrat
* AUBURN.....Courier
AVILLA.....News
BATESVILLE.....Ripley Independent
* BLOOMINGTON.....Progress
* BLUFFTON.....Saturday Bugle
BOURBON.....Mirror
BOYLESTON.....Agent
BUTLER.....Review
BUTLER.....Record
CHRISNEY.....Sun
CICERO.....New Era
CLAY CITY.....Reporter
* COLUMBIA CITY.....Commercial
* CORYDON.....Democrat
* DECATUR.....Journal
DUBLIN.....Register
FAIRMOUNT.....News
* FORT WAYNE.....Dispatch
* FORT WAYNE.....Saturday Sentinel
FREMONT.....Star
GARRETT.....Clipper
GENEVA.....Herald
* GOSHEN.....Saturday News
HARLAN.....Independent
* HARTFORD CITY.....Times
* HUNTINGTON.....Saturday Herald
JONESBORO.....People
KENDALLVILLE.....Standard
* KNOX.....Starke Co. Republican
* LA GRANGE.....Standard
* LA GRANGE.....Democrat
LEESBURG.....Standard

LIGONIER.....Leader
* MARTINSVILLE.....Gazette
MONROEVILLE.....Breeze
MENTONE.....Enterprise
MIDDLEBURY.....Independent
MILFORD.....Mail
NEWBURGH.....Leader
* NOBLESVILLE.....Democrat
NORTH VERNON.....Sun
PIERCETON.....Record
* PORTLAND.....Commercial
ROANN.....Clarion
* ROCKVILLE.....Tribune
ST. JOE.....News
SOUTH WHITLEY.....News
* WARSAW.....National Union
* WARSAW.....Hoosier Democrat
WEST LEBANON.....Gazette
* WINCHESTER.....Democrat
* WINCHESTER.....Herald
* WINCHESTER.....Journal
WORTHINGTON.....Times

OHIO — 74.

ANTWERP.....Argus
ARCHBOLD.....Herald
BAIRDSTOWN.....Times
BELLEVUE.....Local News
BROADWAY.....Enterprise
* CADIZ.....Flambeau
CALEDONIA.....Argus
CAREY.....Times
* CHARDON.....Democratic Record
* CIRCLEVILLE.....Saturday Dem. Herald
COLUMBUS GROVE.....Vidette

* DEFIANCE.....	Express	* PORT CLINTON.....	Republican
DE GRAFF.....	Buckeye	QUINCY.....	Independent
* DELAWARE.....	Saturday Gazette	ST. MARY'S.....	Dollar Sentinel
DELPHOS.....	Courant	ST. MARY'S.....	Argus
DELPHOS.....	Herald	SPENCERVILLE.....	Journal
DELTA.....	Atlas	SHANES CROSSING.....	Free Press
DESHLE.....	Flag	SHERWOOD.....	Sentinel
EAST PALESTINE.....	Reveille	STRYKER.....	Advance
ELMORE.....	Independent	THORNVILLE.....	News
FAYETTE.....	Record	* TOLEDO.....	Reporter and Magnet
* FINDLAY.....	Jeffersonian	* VAN WERT.....	Republican
FORT RECOVERY.....	News	* VAN WERT.....	Saturday Bulletin
FOSTORIA.....	Saturday Dispatch	VERSAILLES.....	Policy
FOSTORIA.....	Dispatch	* WAUSEON.....	Tribune
FOSTORIA.....	Democrat	WILLSHIRE.....	Gazette
* FREMONT.....	Saturday News	WOOSTER.....	Herald
GIBSONBURG.....	Derrick		
GREENWICH.....	Enterprise		
HICKSVILLE.....	News		
HIRAM.....	Bugle-Echo		
HUDSON.....	Express		
HUNTSVILLE.....	Gazette		
* LANCASTER.....	Republican		
LA RUE.....	News		
LIBERTY CENTRE.....	Lib. Press		
* LOGAN.....	Republican-Gazette		
LOUDONVILLE.....	Democrat		
LOUISVILLE.....	Herald		
* MANSFIELD.....	Herald		
* McCONNELLSVILLE.....	Herald		
McCOMB.....	Herald		
MIDDLEFIELD.....	Messenger		
MONTPELIER.....	Enterprise		
MONTPELIER.....	Republican		
* NAPOLEON.....	Signal		
* NAPOLEON.....	Jackson Democrat		
* NAPOLEON.....	People's Advocate		
NELSONVILLE.....	Register		
NEVADA.....	Enterprise		
NEVADA.....	Monitor		
NEW CARLISLE.....	Sun		
NEW HOLLAND.....	Plain Talk		
NORTH BALTIMORE.....	Beacon		
OAKWOOD.....	Sentinel		
ODERKIRK.....	Industrial Fireside		
* PAULDING.....	Republican		
PLYMOUTH.....	Advertiser		

MICHIGAN—25.

* BIG RAPIDS.....	Pioneer
* BOYNE CITY.....	Citizen
BRONSON.....	Journal
BROOKLYN.....	Exponent
COLON.....	Express
CHASE.....	Eclipse
CONCORD.....	Independent
FENTON.....	Courier
* GLADWIN.....	Record
GRASS LAKE.....	News
* GRAYLING.....	Northern Democrat
HANOVER.....	Times
HOWARD CITY.....	Record
MANTON.....	Tribune
* MASON.....	Democrat
McBAIN.....	Mail
MENDON.....	Globe
MENDON.....	St. Joe County News
* MONROE.....	Commercial
NORTH BRANCH.....	Gazette
REED CITY.....	Democrat
ST. CHARLES.....	Independent
STURGIS.....	Saturday Mail
WAYLAND.....	Globe
WHITE PIGEON.....	Journal

PENNSYLVANIA—1.

* MEADVILLE.....	Saturday Night
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JUST WHAT IT IS.—We do not claim every paper upon this list to have a large circulation, but we do claim that the aggregate number of copies circulated by these eight hundred and fifty different publications is very large, and will prove it to the satisfaction of advertisers.

QUICK RETURNS.—If you have anything you wish to advertise and place before the public at once, and at a nominal expense, you cannot do better, than by using the papers in their lists.

Your advertisement can be inserted in the entire list of over 1,000 papers within one week of its receipt at our office, hence insuring you quick returns from your investment.

INDIANA NEWSPAPER UNION,

INDIANAPOLIS IND.

THIS LIST CONTAINS 90 NEWSPAPERS,

PUBLISHED

PRINCIPALLY IN INDIANA.

RATE: 75 CENTS PER AGATE LINE PER WEEK.

INDIANA — 77 Papers.

ALBANY.....	Journa	* HUNTINGBURG.....	Argus
* BLOOMFIELD.....	News	* INDIANAPOLIS.....	Gazette
* BLOOMINGTON.....	Courier	* INDIANAPOLIS.....	Freeman
* BOONVILLE.....	Standard	* INDIANAPOLIS.....	Leader
* BRAZIL.....	Enterprise	* INDIANAPOLIS.....	Record
BRISTOL.....	Banner	* INDIANAPOLIS.....	Temperance Evangelist
BRINGHURST.....	News	* INDIANAPOLIS.....	Journal of Commerce
BROAD RIPPLE.....	Beacon	* INDIANAPOLIS.....	Times
BROWNSBURG.....	Modern Era	JAMESTOWN.....	Tribune
BUNKER HILL.....	Press	KEWANNA.....	Herald
BURLINGTON.....	News	KIRKLIN.....	Air Line News
CAMPBELLSBURG.....	Graphic	KNIGHTSTOWN.....	Banner
CAMDEN.....	Expositor	LAUREL.....	Review
* CANNELTON.....	Enquirer	* LOGANSPORT.....	Times
CARTHAGE.....	Record	* LOOGOOTEE.....	Tribune
CARMEL.....	Citizen	MACY.....	Monitor
CLINTON.....	Argus	MCCORDSVILLE.....	Mirror
* COVINGTON.....	Spence's People's Paper	MORRISTOWN.....	Sun
CROTHERSVILLE.....	Commercial	MULBERRY.....	News
* CROWN POINT.....	Register	* NASHVILLE.....	Democrat
* DANVILLE.....	Gazette	* NEW CASTLE.....	Democrat
DENVER.....	Sun	* PAOLI.....	News
FLORA.....	Fountain City Enterprise	PENDLETON.....	Republican
FORTVILLE.....	Sun	PLAINFIELD.....	Progress
* FOWLER.....	Republican	* PRINCETON.....	Leader
* FRANKFORT.....	Times	* RENSSELAER.....	Republican
* FRANKLIN.....	Republican	* RICHMOND.....	Democrat
GOSPORT.....	Enterprise	RIDGEVILLE.....	News
GRANDVIEW.....	Monitor	* ROCKPORT.....	Indiana Pocket
* GREENFIELD.....	Republican	ROSSVILLE.....	Journal
GREENVILLE.....	Herald	SHERIDAN.....	Argus
HARTSVILLE.....	Enterprise	SHERIDAN.....	Enterprise
HOPE.....	News Journal	* SPENCER.....	Journal
		SUMMITVILLE.....	Times

THORNTOWN.....	Argus	OAKLAND.....	Ambraw Pilot
WAVELAND.....	Independent	ST. JOSEPH.....	Eagle
WEST BADEN.....	Times	WINDSOR.....	Gazette
WESTFIELD.....	Gazette	WARRENSBURG.....	Times
WESTFIELD.....	News		
WHITESTOWN.....	Herald		
* WINAMAC.....	Democrat		
* WINAMAC.....	Republican		
YOUNG AMERICA.....	News		
ZIONSVILLE.....	Times		

ILLINOIS—7.

DANVERS.....	Dispatch
MANSFIELD.....	Express
* MARSHALL.....	Messenger

KENTUCKY—4.

* FLEMINGSBURG.....	Times-Democrat
* HAWESVILLE.....	News World
LEWISPORT.....	Post
WHITESVILLE.....	Kentucky Colonel

OHIO—2.

* FORT RECOVERY.....	Times
GRAND RAPIDS.....	Triumph

AN ADVERTISEMENT should appeal to the eye.

AN ADVERTISEMENT should state facts and nothing but facts.

AN ADVERTISEMENT should convince the reader of its true merits.

AN ADVERTISEMENT should represent an element of superiority and novelty.

AN ADVERTISEMENT should attract the understanding and convey a well-defined impression.

AN ADVERTISEMENT should offer something that the people want but cannot get everywhere on equally good terms.

OUR LISTS represent the best weekly papers published in the Northwest, and in many instances they cover exclusive territory.

THE WAY TO REACH THEM.—The attention of the numerous readers of these Lists should be called to anything and everything that is generally offered for sale by the countless general storekeepers of the vast Northwest.

MAKE IT ATTRACTIVE.—To be prominent in a crowd a person must have marked characteristics. So with an advertisement. In order to catch the eye of the reader quickly, and produce the best result, it must have an attractive feature and be clear, definite and fresh.

AN ADVANTAGE.—By using our Lists an advertiser can cover a certain section of the country and know just where it is, whereas by using large weekly papers of general circulation he may offer his goods in many communities where it would be impossible to create a demand for them.

HIGH AVERAGE.—The papers represented in this Catalogue have a high average circulation, for the reason that the co-operative side of the same is edited regardless of expense. Many papers have nearly doubled their circulation within the past year. Our editorial service is appreciated by the readers.

NEWSPAPER ADVERTISING may be compared to a vigilant and watchful salesman, who goes after business early and late; who accosts the manufacturer in his office, the professor in his study, the retired man of wealth at the family fireside, who can be in a thousand places at once, addressing millions of people each day, saying the right thing in the right place and at the right time. Particularly is this so of the newspapers represented in this Catalogue.

MILWAUKEE NEWSPAPER UNION,

(ESTABLISHED 1864.)

THIS LIST CONTAINS 87 NEWSPAPERS,

PUBLISHED

PRINCIPALLY IN WISCONSIN, MINNESOTA AND IOWA.

RATE: 75 CENTS PER AGATE LINE PER WEEK.

WISCONSIN — 73 Papers.

AHNAPEE.....Record
 * ANTIGO.....Republican
 ARTESIAN CITY.....Advocate
 BEAVER DAM.....Weekly
 BEAVER DAM.....Citizen
 BERLIN.....Saturday Courant
 BERLIN.....Weekly Courant
 BRANDON.....Times
 BURLINGTON.....Standard-Democrat
 CADOTT.....Record
 CEDARBURG.....News
 CENTRALIA.....Enterprise
 COLUMBUS.....Republican
 DELAVAN.....Enterprise
 DE PERE.....Democrat
 EAGLE.....News
 FIFIELD.....Advocate
 FORT HOWARD.....Sentinel
 * FRIENDSHIP.....Press
 HARTFORD.....Press
 HILLSBORO.....Sentry
 HORICON.....Reporter
 HURLEY.....Tribune
 INDEPENDENCE.....Wave
 * JUNEAU.....Telephone
 KAUKAUNA.....Times
 * KEWAUNEE.....Enterprise
 * MADISON.....News-Advertiser
 * MANITOWOC.....Tribune
 * MANITOWOC.....Times
 * MAUSTON.....Argus
 MENOMINEE FALLS.....Times
 * MERRILL.....Lincoln County Advocate
 MERRILLAN.....Leader
 MILTON.....Telephone
 * MONROE.....Sun

MUKWONAGO.....Chief
 NECEDAH.....Republican
 * NEILLSVILLE.....Sat. Rep. and Press
 NEW LISBON.....News
 NEW RICHMOND.....Republican
 * OCONTO.....Reporter
 OCONOMOWOC.....Weekly News
 OMRO.....Journal
 OSSEO.....Blade
 PALMYRA.....Enterprise
 * PHILLIPS.....Times
 * PHILLIPS.....Bee
 * PORTAGE.....Herald-Advertiser
 * PORT WASHINGTON.....Advertiser
 REESEVILLE.....Review
 * RHINELANDER.....Herald
 * RICHLAND CENTER.....Rep.-Observer
 RIPON.....Commonwealth
 * SHAWANO.....Advocate
 SOLDIER'S GROVE.....Transcript
 * SPARTA.....Herald
 SPENCER.....Tribune
 * STEVENS POINT.....Gazette
 STOUGHTON.....Hub
 * SUPERIOR.....Times
 THREE LAKES.....Echo
 TOMAHAWK.....The Tomahawk
 TOMAH.....Monitor
 TWO RIVERS.....Chronicle
 * VIROQUA.....Leader
 WATERLOO.....Democrat
 WATERTOWN.....Republican
 * WAUSAU.....Central Wisconsin
 WAUPUN.....Leader
 * WAUPACA.....Post
 WAUWATOSA.....World
 WONEWOC.....Reporter

MINNESOTA—5 Papers.

HOUSTON.....Valley Signal
 KASSON.....Republican
 MAZEPPA.....Tribune
 ST. CHARLES.....Union
 * WINDOM.....Citizen

MICHIGAN—5 Papers.

GLADSTONE.....Delta
 GLADSTONE.....Express
 IRONWOOD.....Record

IRONWOOD.....Times
 * LUDINGTON.....Appeal

IOWA—3 Papers.

GARNER.....Signal
 OLIN.....Recorder
 * WAUKON.....Standard

MISSOURI—1 Paper.

MOBERLY.....Monitor

THE FIRST.—The Milwaukee Newspaper Union, whose list is shown in this Catalogue, was the first to originate the system of co-operative advertising, in the year 1864; since which time it has established four brnch offices in 'different sections of the country.

WISCONSIN PUBLISHERS' UNION,

Madison, Wisconsin.

(ESTABLISHED 1877.)

THIS LIST CONTAINS 75 NEWSPAPERS,

PUBLISHED PRINCIPALLY IN

WISCONSIN, ILLINOIS, MINNESOTA AND DAKOTA.

RATE: 75 CENTS PER AGATE LINE PER WEEK.

WISCONSIN—57 Papers.

ALBANY.....Vindicator
 ARCADIA.....Republican
 * ASHLAND.....Times
 BANGOR.....Independent
 * BARABOO.....News
 BARNEVELD.....Register
 BEAVER DAM.....Argus
 BELLEVILLE.....Recorder
 BLOOMER.....Advance
 BLOOMINGTON.....Record
 BRODHEAD.....Independent
 CAMBRIA.....News
 CAMBRIDGE.....News
 CHETEK.....Chetek Alert

CLINTON.....Herald
 COLBY.....Phonograph
 * CRANDON.....Forest Leaves
 * CRANDON.....Republican
 * DARLINGTON.....Republican
 * DARTFORD.....Reporter
 EAGLE RIVER.....Vindicator
 EDGERTON.....Index
 ELROY.....Statesman
 ELROY.....Tribune
 * GRAND RAPIDS.....Reporter
 * HUDSON.....True Republican
 INDEPENDENCE.....News
 LAKE MILLS.....Leader
 * LA CROSSE.....Independent

MARSHFIELD.....Times
 MAZOMANIE.....Sickle
 * MEDFORD.....Star and News
 MENASHA.....Press
 MILTON JUNCTION.....News
 MINERAL POINT.....Democrat
 MINERAL POINT.....Tribune
 MONTICELLO.....News
 * MONROE.....Gazette
 MONDOVI.....Herald
 OMRO.....Day's Doings
 ONALASKA.....Record
 OREGON.....Observer
 PITTSVILLE.....Independent
 POYNETTE.....Press
 * PORTAGE.....Democrat
 PRAIRIE DU SAC.....News
 RIDGEWAY.....Enterprise
 RIO.....Reporter
 * SHAWANO.....Journal
 * SPARTA.....Democrat
 SPRING GREEN.....News
 STOUGHTON.....Courier
 THORP.....Courier
 TREMPLEAU.....Herald
 * VIROQUA.....Censor
 WAUTOMA.....Argus
 WEST SALEM.....Journal

IOWA—6 Papers.

* ALGONA.....Upper Des Moines
 CALMAR.....Herald
 * DECORAH.....Register
 GREENE.....Butler County Press
 MARBLE ROCK.....Weekly
 POSTVILLE.....Review

ILLINOIS—5 Papers.

CRESTON.....Times
 * OREGON.....Independent Democrat
 ROCHELLE.....Herald
 SOMONAUK.....Reveille
 * WOODSTOCK.....Democrat

MINNESOTA—4 Papers.

CARVER.....Free Press
 HUBBARD.....Independent
 LE ROY.....Independent
 OSAGE.....Farmers' Voice

SOUTH DAKOTA—3 Papers.

CLIFTON.....Watchman
 HAROLD.....Sentinel
 * PLANKINTON.....Beacon

COUNTY SEATS.—We desire to call the attention of advertisers to the large number of *county seat* papers represented by our Lists. Each town marked thus [*] is a county seat.

TESTIMONIALS.—The attention of advertisers is called to the testimonials of some of our old patrons, which will be found upon other pages of this catalogue. They speak for themselves, and are well worth perusal.

CREATE A DEMAND.—Manufacturers of any article of merit can create a demand for the same, and compel wholesale and retail dealers to carry it in stock and sell it, by advertising in the Lists shown in this Catalogue.

THE TRUE THEORY OF ADVERTISING.—All advertising is based on the assumption of widely diffused wealth and intelligence; in a word, that there are many persons in all communities who need many things, both useful and ornamental, and who are able to pay for them, but do not know of whom to buy them on the most favorable terms. In this country especially, where inventions in useful articles are so numerous, the advertisement is frequently the most useful matter in the paper.

WEEKLY NEWSPAPERS.—Our Lists are composed chiefly of weekly newspapers. These publications reach that large class of readers and consumers who cannot afford the luxury of a daily paper, and therefore content themselves with keeping up with the world's affairs through the information derived from their local weekly journal. Like the metropolitan daily, it is a link in the chain which energetic advertisers find necessary to connect themselves with the purchasing and consuming public, and which they cannot afford to ignore when placing their orders.

SIoux CITY NEWSPAPER UNION,

(ESTABLISHED 1884.)

CHICAGO NEWSPAPER UNION, Proprietors.

THIS LIST CONTAINS 180 NEWSPAPERS,

PUBLISHED IN

*NORTHWESTERN IOWA, NORTHERN NEBRASKA, SOUTHERN
AND CENTRAL DAKOTA.*

RATE: \$1.50 PER AGATE LINE PER WEEK.

IOWA—47 Papers.

AKRON.....	Journal	SCRANTON.....	Journal
ALDEN.....	Times	SHEFFIELD.....	Press
ANITA.....	Tribune	SHELDON.....	Mail
ANTHON.....	Monitor	* SIBLEY.....	Tribune
AURELIA.....	Sentinel	* SIOUX CITY.....	Chronicle
AVOCA.....	Mail	* SIOUX CITY.....	Telegram
BRITT.....	Tribune	* SIOUX CITY.....	Weekly Times
CHARTER OAK.....	Times	* SIOUX CITY.....	League of the Cross
CLEAR LAKE.....	Mirror	* SIOUX CITY.....	Record and Guardman
EAGLE GROVE.....	Times	* STORM LAKE.....	Pilot
EARLVILLE.....	Phoenix	SUTHERLAND.....	Courier
ESTHERVILLE.....	Vindicator	VAIL.....	Observer
EVERLY.....	News	* WEBSTER CITY.....	Freeman
FONDA.....	Times	WEST BEND.....	Journal
* FOREST CITY.....	Independent		
HARTLEY.....	Record		
HOLSTEIN.....	Advance		
HULL.....	Index		
HULL.....	Advance		
LAKE CITY.....	Graphic		
LARCHWOOD.....	Leader		
LEHIGH.....	Echo		
* LE MARS.....	Sunday Sun		
* LOGAN.....	Observer		
* MASON CITY.....	Gazette		
MANSON.....	Journal		
* ONAWA.....	Gazette		
* ORANGE CITY.....	Herald		
PAULLINA.....	Times		
PERRY.....	Chief		
REINBECK.....	Courier		
RENWICK.....	Times		
ROLFE.....	Reporter		

DAKOTA—75 Papers.

* ALEXANDRIA.....	Journal
ARLINGTON.....	Sun
ARMOUR.....	Herald
ARMOUR.....	Tribune
ASHLEY.....	Herald
AURORA.....	Times
BLOOMINGTON.....	Courier
BRIDGEWATER.....	Times
BUFFALO GAP.....	Globe
BUFFALO GAP.....	News
* CANTON.....	Advocate
* CANTON.....	News
CARTHAGE.....	News
CENTERVILLE.....	Journal
* CHAMBERLAIN.....	Register
* CLARK.....	Democrat
* CLARK.....	Pilot-Review
DELL RAPIDS.....	Times

DOLAND.....	Times-Record	* AINSWORTH.....	Journal
EDEN.....	Star	ALMA.....	Bee
EDGERTON.....	News	ALMA.....	Times
EGAN.....	Express	ATKINSON.....	Bee
* ELK POINT.....	Courier	BASSETT.....	Herald
* ELK POINT.....	Leader	BELVIDERE.....	Era
FAULKTON.....	Record	BIG SPRINGS.....	Journal
FAULKTON.....	Times	BROMFIELD.....	News
FAULKTON.....	Democrat	CARLETON.....	Times
* FLANDREAU.....	Herald	* CENTRAL CITY.....	Republican
* GANN VALLEY.....	Chief	* CHADRON.....	Advocate
HARLEM.....	Courier	CLINTON.....	Courier
HENRY.....	Independent	* COLERIDGE.....	Sentinel
HERMOSA.....	Pilot	CULBERTSON.....	Reveille
HITCHCOCK.....	News	* DAKOTA CITY.....	Eagle
* HOT SPRINGS.....	Star	DANBURY.....	News
* HOWARD.....	Press	DODGE.....	Advertiser
HURLEY.....	Herald	DONIPHAN.....	Leader
IROQUOIS.....	Chief	EWING.....	Democrat
KIMBALL.....	Index	EWING.....	Item
LEAD CITY.....	Daily Herald	GORDON.....	Republican
LEAD CITY.....	Tribune	GREELEY CENTER.....	Democrat
LEBANON.....	Blizzard	* HASTINGS.....	Nebraskan
LETCHER.....	Blade	HAY SPRINGS.....	Review
* MADISON.....	Leader	HOMER.....	Herald
MANCHESTER.....	Times	JACKSON.....	Criterion
* MILLER.....	Indicator	MINNEOLA.....	Sun
* MITCHELL.....	Mail	NORDEN.....	Borealis
MONTROSE.....	Herald	* NORFOLK.....	Daily News
* NEW ROCKFORD.....	New Era	* NORFOLK.....	Weekly News
OELRICHS.....	Times	OAKDALE.....	Pen and Plow
OELRICHS.....	Advocate	* O'NEILL.....	Tribune
ONIDA.....	Journal	* PONCA.....	Journal
* PARKER.....	Press	RANDOLPH.....	Times
PARKSTON.....	Advance	* RUSHVILLE.....	Standard
* PLANKINTON.....	Herald	SHELTON.....	Clipper
* PLANKINTON.....	Standard	* SIDNEY.....	Democrat
* RAPID CITY.....	Union	SOUTH SIOUX CITY.....	Sun and News
* REDFIELD.....	Dispatch	* SPRINGVIEW.....	Republican
* SALEM.....	Register	TOBIAS.....	Index
SARGEANT.....	Rustler	* VALENTINE.....	Blade
* SIOUX FALLS.....	Journal	WALLACE.....	Mail
* SIOUX FALLS.....	Mixture	WISNER.....	Chronicle
SPEARFISH.....	Mail		
SPENCER.....	Sun		
SPRINGFIELD.....	Times		
ST. LAWRENCE.....	Journal		
STURGIS.....	Advertiser		
* TYNDALL.....	Register		
* VERMILLION.....	Republican		
VOLGA.....	Tribune		
* WATERTOWN.....	Public Opinion		
* WESSINGTON SPRINGS.....	Herald		
WILLOW LAKES.....	Rustler		
* WOONSOCKET.....	News		
* WOONSOCKET.....	Times		
* YANKTON.....	Telegram		

NEBRASKA—45 Papers.

* AINSWORTH.....	Idea
* AINSWORTH.....	Star

WYOMING TER.—6 Papers.

DOUGLAS.....	Budget
DOUGLAS.....	Republican
EVANSTON.....	News
GLENROCK.....	Graphic
LUSK.....	Herald
SHERIDAN.....	Enterprise

OTHER STATES—7 Papers.

* ALBANY, Mo.....	Republican
* CHALLIS, Idaho.....	Messenger
JASPER, Minn.....	Journal
JULESBURG, Col.....	Sentinel
* LUVERNE, Minn.....	Herald
SPRINGFIELD, Minn.....	Appeal
* WORTHINGTON, Minn.....	Globe

SIoux CITY PRINTING COMPANY,

(ESTABLISHED 1884.)

THIS LIST CONTAINS 178 NEWSPAPERS,

PUBLISHED IN

IOWA, DAKOTA, NEBRASKA AND MINNESOTA.

RATE: \$1.50 PER AGATE LINE PER WEEK.

IOWA—54 Papers.

* ALGONA Courier
ALTA Advertiser
ASHTON Argus
* AUDUBON Audubon Advocate
BANCROFT Register-Review
BOYDEN Citizen
* CHEROKEE Cherokeean Democrat
DANBURY The Criterion
DALLAS CENTER Times
DELMAR Journal
EARLY News
* EMMETTSBURG Democrat
EXIRA Audubon County Journal
* FORT DODGE Industrial Sun
GEORGE News
* HAMBURG Democrat
* HAMBURG Saturday Democrat
HARLAN Industrial-American
HAWARDEN Independent
IRETON Clipper
LEWIS Independent
LITTLE SIOUX Independent
* LOGAN Harrison County Democrat
MADRID Register
MALCOM Tribune
MANNING Press
MARCUS News
MOVILLE Mail
NEWELL Mirror
* ONAWA Sentinel
OTO Leader
PETERSON Patriot

* PRIMGHAR Bell
QUIMBY Herald
REMSEN Bell
ROCK VALLEY Register
* ROCK RAPIDS Reporter
* ROCK RAPIDS Review
SANBORN Pioneer
SCHALLER Gazette
SERGEANTS BLUFFS News
SHELDON Eagle
* SIOUX CITY Harp
* SIOUX CITY Stylus
SIOUX RAPIDS Press
SLOAN Star
SMITHLAND Exponent
* SPIRIT LAKE Pilot
* STORM LAKE Weekly Vidette
VILLISCA Independent
* WAPELLO Record
WASHTA Independent
* WATERLOO Tribune
WHITING Herald

DAKOTA—51 Papers.

ARMOUR Chronicle
ASHTON Spink County Leader
BERESFORD News
BIJOU HILLS Times
BLUNT Advocate
BRADLEY Globe
BRIDGEWATER Herald
BRYANT Post
* CASTLEWOOD Times

CAVOUR.....	Press	* DAKOTA CITY.....	North Nebraska Argus
CENTERVILLE.....	Chronicle-Index	DUSTIN.....	Dispatch
* CHAMBERLAIN.....	Democrat	EDGAR.....	Times
* CLARK.....	Republican	EMERSON.....	Era
* CUSTER.....	Chronicle	* GANDY.....	Logan County Star
DEAN.....	Star	GRETNA.....	Sarpy County Democrat
* DE SMET.....	News	HAIGLER.....	Republican
EDGELEY.....	Mail	* HARTINGTON.....	Herald
FOREST CITY.....	Press	* HARTINGTON.....	Nonpareil
* FORMAN.....	Independent	* HAYS CENTER.....	Times
GARDEN CITY.....	Phonograph	* HEMINGFORD.....	Box Butte Rustler
* GARY.....	Inter State	HILDRETH.....	Telescope
* GROTON.....	Independent	HOOPER.....	Sentinel
HARROLD.....	Star	* HYANNIS.....	Grant County Tribune
* HIGHMORE.....	Herald	MASON CITY.....	Transcript
* HOWARD.....	Advance	* NEBRASKA CITY.....	Times
* IPSWICH.....	Gazette	* NELIGH.....	Tribune
IROQUOIS.....	Herald	* NEWPORT.....	Advocate
KIMBALL.....	Graphic	* NIOBRARA.....	Knox County Democrat
LENNOX.....	Independent	NONPAREIL.....	Heath's Grip
* LEONA.....	Northwest	OAKLAND.....	Independent
* MILLER.....	South Dakota Republican	* O'NEILL.....	Frontier
* MITCHELL.....	Davison County Gazette	PALMYRA.....	Pilot
OLDHAM.....	Rustler	PETERSBURG.....	Press
PITRODIE.....	Country Home	* PENDER.....	Times
* SALEM.....	Special	* PIERCE.....	Times-Call
SENECA.....	Sun	PLAINVIEW.....	Gazette
SPEARFISH.....	Register	* PONCA.....	Mail
SPENCER.....	Journal	POTTER.....	Press
ST. THOMAS.....	Times	* RUSHVILLE.....	Sun
* TYNDALL.....	Tribune	SCRIBNER.....	News
* VERMILLION.....	Plain Talk	SHICKLEY.....	Herald
VILAS.....	Farmer	* TEKAMAH.....	Burtonian
WATERBURY.....	Messenger	* THEDFORD.....	Herald
WENTWORTH.....	Dakota Letter	WAKEFIELD.....	Republican
* WESSINGTON SPRINGS.....	Republican	WAKEFIELD.....	Nonpareil
WHITE LAKE.....	Irrigator	* WAYNE.....	Weekly Gazette
WHITE LAKE.....	Times	* WEST POINT.....	Progress
WILLOW LAKES.....	News	* WEST POINT.....	Advertiser
WINFRED.....	Ledger	WHITNEY.....	Champion
WOLSEY.....	Journal	* WILBER.....	Republican
* YANKTON.....	Journal	WYMORE.....	Democrat
		WYMORE.....	Reporter

NEBRASKA—60 Papers.

* AINSWORTH.....	News
ANSLEY.....	Chronicle
ARCADIA.....	Courier
ARLINGTON.....	Defender
BEEMER.....	Times
BERTRAND.....	Phelps County Herald
* BLAIR.....	Republican
BLUE HILL.....	Leader
* BREWSTER.....	Blaine County Democrat
* BROKEN BOW.....	Nebraska Statesman
CERESCO.....	Review
* CHAMBERS.....	Pickings
* CHAMBERS.....	Eagle
CLARKS.....	Messenger
* CLAY CENTER.....	Gazette-Democrat
CLEAR WATER.....	Message
CRAWFORD.....	Clipper

MINNESOTA—11 Papers.

BEAVER CREEK.....	News-Letter
* BRECKENRIDGE.....	Echo
ELLSWORTH.....	News
* JACKSON.....	Republic
LAKE CRYSTAL.....	Union
* LUVERNE.....	Rock County News
* MANKATO.....	Register
* MONTEVIDEO.....	Commercial
PAYNESVILLE.....	News
SHERBURN.....	Advance
WELLS.....	Advocate

OTHER STATES—2 Papers.

NORCATUR (Kas.).....	Register
PALOUSE CITY (W. T.).....	News

ADVERTISING RATES.

Below we give the RATE PER AGATE LINE PER WEEK in each of our Lists (fourteen lines of agate type occupy one inch of advertising space; eight words of average length constitute a line):

CHICAGO NEWSPAPER UNION LIST

379 Papers (page 5). \$2.50 per Line.

SIOUX CITY NEWSPAPER UNION LIST.

180 Papers (page 18). \$1.25 per Line.

SIOUX CITY PRINTING COMPANY LIST.

178 Papers (page 20). \$1.25 per Line.

FORT WAYNE NEWSPAPER UNION LIST.

156 Papers (page 11). \$1.25 per Line.

STANDARD NEWSPAPER UNION LIST.

100 Papers (page 9). 75c. per Line.

INDIANA NEWSPAPER UNION LIST.

90 Papers (page 13). 75c. per Line.

MILWAUKEE NEWSPAPER UNION LIST.

87 Papers (page 15). 75c. per Line.

WISCONSIN PUBLISHERS' UNION LIST.

75 Papers (page 16). 75c. per Line.

COMBINED RATE FOR THE SEVEN LISTS (1,245 Papers), \$9.00 PER LINE.

Reading-notices, set in minion type, 50 per cent. extra for space occupied.

Special rates will be given on large or long-time advertisements.

Complete files of these papers can be found at our offices, 10 Spruce Street, New York, and 271 and 273 Franklin Street, Chicago, Ill.

Advertisers who intend to EXAMINE the files must do so WITHIN THREE MONTHS after the papers are issued, as we cannot guarantee to keep them a longer period.

CHICAGO NEWSPAPER UNION,

271 and 273 Franklin Street, CHICAGO, ILL.

10 Spruce Street, NEW YORK.

JOHN F. CRAMER,
President.

CHAS. E. STRONG,
General Manager.

THE CHICAGO NEWSPAPER UNION.

*Number of Papers on each List for Week Ending
March 15, 1890.*

CHICAGO NEWSPAPER UNION LIST.

417 Papers. \$2.50 per agate line.

SIOUX CITY NEWSPAPER UNION LIST.

194 Papers. \$1.25 per agate line.

SIOUX CITY PRINTING COMPANY LIST.

168 Papers. \$1.25 per agate line.

FORT WAYNE NEWSPAPER UNION LIST.

163 Papers. \$1.25 per agate line.

STANDARD NEWSPAPER UNION LIST.

106 Papers. 75c. per agate line.

INDIANA NEWSPAPER UNION LIST.

109 Papers. 75c. per agate line.

MILWAUKEE NEWSPAPER UNION LIST.

82 Papers. 75c. per agate line.

WISCONSIN PUBLISHERS' UNION LIST.

70 Papers. 75c. per agate line.

Combined Rate for the Seven Lists (1,309 Papers), \$9 per line.

*Reading Notices, set in Minion Type, 50 per cent. extra for
space occupied, agate measurement.*

COUNTY-SEAT PAPERS.

The attention of advertisers is called to the large number of county-seat papers shown in our different Lists. Each town named before which appears an asterisk (*) is a county seat.

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ADVE

Below we give the RATE
Lists (fourteen lines of agate
words of average length constit

CHICAGO NI

379 Pa

SIOUX CITY N

180 Pa

SIOUX CITY F

178 Pa

FORT WAYNE

156 Pa

STANDARD N

100

INDIANA NI

90 Pa

MILWAUKEE

87 Pa

WISCONSIN F

75 Pa

COMBINED RATE FOR THE

Reading-notices, set in min

Special rates will be given c

*Complete files of these pap
New York, and 271 and 273 F*

Advertisers who intend to I
MONTHS after the papers a
longer period.

CHICAGO NEWSPAPER UNION,

271 and 273 Franklin Street, CHICAGO, ILL.

10 Spruce Street, NEW YORK.

JOHN F. CRAMER,
President.

CHAS. E. STRONG,
General Manager.

EVIDENCE OF CORRECT INSERTION.

Advertisers will appreciate the fact that the sending of a copy of each paper we print every week to the different parties who patronize our columns would be a very expensive undertaking, as the cost of 1,245 papers per week, together with the mailing and postage, would often exceed the amount received for a small advertisement. It is our intention, however, to satisfy the most skeptical advertiser that we execute all contracts to the letter, and in order that this may be done we hold files of our different Lists open to inspection at all times at offices of publication and at our New York office, No. 10 Spruce street, second floor.

We invite the closest scrutiny of our methods of doing business, and take pleasure in extending to advertisers every possible facility for the examination of work done. It affords us pleasure to have our advertising patrons check up our files, for we have yet to have one who has done so express anything but the utmost satisfaction at the result.

For the guidance of advertisers, we mail to each, during the existence of a contract, a *Record Paper* giving the number and names of papers printed every week at our different offices of publication, and showing each advertisement as it appears in all the papers upon the List. Our papers are printed from matter stereoped in pages, and when an advertisement is once made up in a form it must stay there and go through the whole List. With our system the omission of an advertisement from a few papers is impossible. As to the reliability of our methods, we refer to advertisers who have been with us longest, and who are thoroughly conversant with our mode of doing business.

WHERE THEY CIRCULATE.

With a view of showing advertisers at a glance in what section of territory our lists circulate, we have placed in the back part of this catalogue a map showing the towns in which the papers are printed and delivered to subscribers. It is worth scrutinizing.

COUNTY-SEAT PAPERS.

The attention of advertisers is called to the large number of county-seat papers shown in our different Lists. Each town named before which appears an asterisk (*) is a county seat.

TESTIMONIALS.

We could give page after page of testimonials from advertising patrons did we deem it advisable for either our customers or ourselves to do so. We have never heretofore published testimonials in our Catalogues, and give the following only to show the opinion in which we are held by our present advertising patrons. The proprietors of the Chicago Newspaper Union are not only the pioneers in the co-operative newspaper system, but they were the **ORIGINATORS AND THE FIRST TO SOLICIT AND PRINT ADVERTISEMENTS UPON THE CO-OPERATIVE PLAN** as well. We can show to-day copies of the newspapers in which the first advertisements upon the co-operative plan appeared, as far back as 1865. Ever since then we have been constantly dealing with the advertising public, and have received thousands of unsolicited testimonials attesting to the value of our mediums and complimenting us upon our methods of doing business. We could give an array of these that would fill several catalogues, but content ourselves with publishing the following, which are representative in their character, and at present among our numerous advertising patrons.

ADDRESS ALL CORRESPONDENCE AND MAKE ALL REMITTANCES TO JONES OF BINGHAMTON.

ESTABLISHED 1865

EDWARD F. JONES,
President.

The Jones Scale Works

JONES OF BINGHAMTON,

INCORPORATED 1888

GERRY JONES,
Secretary

Volume 10 No. 7 C. N. U.

Binghamton, N. Y. July 5, 1899

Chicago Newspaper Union,

10 Spruce St. New York.

Gentlemen:

In referring to the value of your lists would say that comparisons are odious, but you may rest assured we are well satisfied with results obtained from advertising therein or we should not be permanent advertisers with you, as we are.

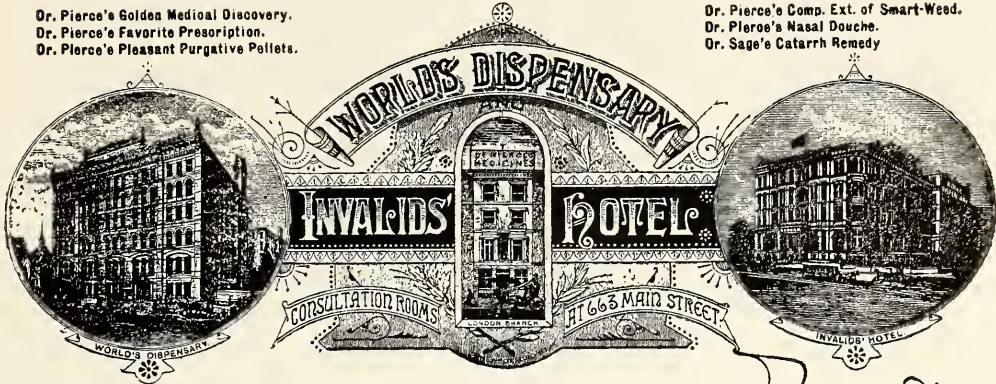
Yours Truly,

JONES OF BINGHAMTON
INCORPORATED

Gerry Jones

Dr. Pierce's Golden Medical Discovery.
Dr. Pierce's Favorite Prescription.
Dr. Pierce's Pleasant Purgative Pills.

Dr. Pierce's Comp. Ext. of Smart-Weed.
Dr. Pierce's Nasal Douche.
Dr. Sage's Catarrh Remedy



Buffalo, N.Y. Aug. 13th 1889

Chicago Newspaper Union
No. 10 Spruce St.
New York City

Gentlemen - It affords me
much pleasure to say that
I regard your Co-operation
papers as especially valuable
advertising mediums for
reaching the country
trade. They are neatly printed
and well edited and show the
local news and miscellaneous
reading is printed on the home
side. They are sure to be
well read. Wishing you con-
tinued success

I am, Sir, truly,
Respectfully,
W.D.M.A.

Office of *C. I. Hood & Co.,* Apothecaries.

SOLE PROPRIETORS OF

Hood Sarsaparilla

Hood's Tooth Powder

Hood's Olive Ointment

Hood's Vegetable Pills.

Dictated by

Lowell, Mass.. Aug. 23, 1889 L

Chicago Newspaper Union,

10 Spruce St.

New York, N. Y.

Gentlemen:-

We have had continuous representation in the papers of your several lists of co-operative newspapers for the past three or four years and it gives us pleasure to say that the business has always been handled to our satisfaction. Close attention has been given to the requirements of our contract and no detail neglected which would make the business profitable to us.

No more than this can be said of any advertising medium.

Very Truly Yours,



STENOGRAPHIC LETTER

L. A. S. THE CHARLES A. VOGELER COMPANY,
S.
Baltimore, Maryland, U. S. A.

TYPENWRITER

Branches:
SAN FRANCISCO, CALIFORNIA
BROCKVILLE, CANADA
SYDNEY, NEW SOUTH WALES
MELBOURNE, VICTORIA
LONDON, ENGLAND
PARIS, FRANCE

Please address reply to this letter to
THE CHARLES A. VOGELER CO., ADVERTISING DEPT.,
BALTIMORE, MARYLAND, U. S. A.

August 16, 1889.

Chicago Newspaper Union,

10 Spruce St., New York, N. Y.

We cheerfully recommend your Newspaper Lists, which we have used for a long time, and that our opinion of them as first-class mediums for advertising we have no reason now to change. We therefore cordially commend them, and take pleasure in saying further that your strict attention to our orders, and the regularity and completeness of your work have our highest appreciation.

Very resp'y yours,

The Charles A. Vogeler Co
Andlauer

THOS. POPHAM,
PROPRIETOR OF
Popham's Asthma Specific.
Franklin Cough Syrup.
Popham's Meadow Plant.
2001 RIDGE AVENUE.

Philadelphia, Aug 17 1889

Chicago Newspaper Union
273 Franklin St.
Chicago Ill.

Gentlemen.

As my business relations
in the way of Advertising
has been so satisfactory to me
I want to say to you that
I am still reaping the
benefits of my last years
advertisement of
Popham's Asthma Specific
in your valuable list, in
which I hope soon to
renew my advertisement
Yours truly
Thos. Popham



EDWARD HEATON, President
J. H. EATON, Treasurer
CHAS. A. HEATON, Secretary

The Imperial Granum Company

P.O. Address, Granum, N.Y.

23 Elm Street

New Haven, Conn., Aug. 20, 1889.

Chicago Newspaper Union.
Chicago, Ills.

Dear Sirs;

We take pleasure in
saying that we have used
your Lists and in certifying
to their excellence and value
as an advertising medium.

Truly Yours,

J. H. Eaton, President.

DR. J. H. SCHENCK & SON,
Proprietors of
SCHENCK'S PULMONIC SYRUP.
Seaweed Tonic and
Mandrake Pills.
Lock Box 1245.

Philadelphia, August 17th. 1889.

The Chicago Newspaper Union,

10 Spruce St.,

New York.

Gentlemen:-

We have repeatedly used your lists with good results, both
in advertising our Medicines and Dr. Schenck's Book on Diseases of the
Lungs, Liver and Stomach, which we send FREE to all applicants.

Yours Respectfully,

J. H. Schenck & Son.

MEMORANDUM.

To

M Chicago
Newspaper Union
Lists

NEW YORK. *Sept 19* 1889

FROM Radway & Co.,

Incorporated January, 1886

32 WARREN STREET

Ever since 1885 I have
contasted with you and renewed
for the advertisements of Radway & Co.,
which still continues to my satis-
faction —
William H. Reed
Manager

OFFICE OF

MILO B. STEVENS & CO.

SOLICITORS OF PENSION CLAIMS, ETC.

CASE BUILDING, SUPERIOR ST.

MILO B. STEVENS

(Late 14th Ohio Battery.)

EUGENE E. STEVENS.

[Attorney-at-Law.]

Other Offices:

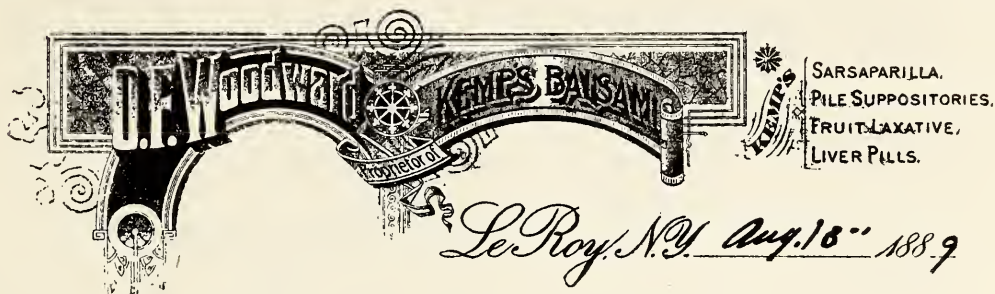
WASHINGTON, D.C.
CHICAGO, ILL.
DETROIT, MICH.

Cleveland, O. *Aug. 15,* 1889.

To whom it concerns:

We have here-
before used the Chicago News-
paper Union lists in adver-
tizing our business, and
always to our pecuniary
advantage.

Milo B. Stevens & Co.



Chicago Newspaper Union
10 Spruce St. New York

Dr. Sir -

As one of our travellers
has just returned from a trip which took him
through many of the towns in which we are adver-
tising Kemp's Balm for the Throat & Cough through
your Chicago Newspaper Union List, we can say,
that after careful inquiry among the retail
druggists, he reports the sales on Kemp's Balm
as much more satisfactory than we expected
it would be, considering the somewhat limited
time we have been your patrons. As we regard
the above way of calling on the dealer, personally,
as the only test of what advertising really does,
we are pleased to note & call your attention to
the same -

Very truly Yours -

Proprietor Kemp's Balm for the Throat & Cough.
J. F. Woodward

Scott & Bowne,
Manufacturing Chemists,
132 & 134 South Fifth Ave

SCOTT'S EMULSION. &C.

Branch Houses.

LONDON, ENG
 BELLEVILLE, CANADA.
 BARCELONA, SPAIN.
 MILAN, ITALY.

Directions for Cablegrams :
 VASEOAK, NEW YORK.

New York, Aug. 13th, 1889.

Chicago News Paper Union,
 10 Spruce St., New York.

Gentlemen:-

While we are unable to trace direct results to your news papers, still after several years experience, have this year, as you know, increased the size of our order. This is the best assurance you can have that we have faith in the medium.

Yours respectfully,

Scott & Bowne

OFFICE OF

Prickly Ash Bitters Co.

INCORPORATED.

Saint Louis.

NO. 118 MARKET STREET.

Aug 21st 1889.

The Chicago Newspaper Union
10 Spruce St New York,
Gentlemen,

The advertising done for us in your lists has been productive of good results and we take pleasure in recommending them to Advertisers as also the uniform courtesy shown by you in all of our business transactions.

Very truly Yours

PRICKLY ASH BITTERS CO.

Per

L. L. L.

Stor.

ADVERTISING DEPT.

OLIVER DITSON COMPANY.

J. C. JOHNSON, Manager

From J. C. Johnson
Manager of the Advertising
Department of the Oliver Ditson Co

Boston, August 21 1889
Chicago Newspaper Union.

In response to your request for an opinion as to the advertising merits of your lists, it is proper to say that, as manager of the advertising of Oliver Ditson Company, I have frequently examined some of the copies, and have found them well edited, well printed and interesting, and well calculated to hold their own among the local papers in regions where they circulate.

We have used them to a considerable extent, and, although it is impossible to follow up the result, except in a general way, there is no reason to doubt that they have influenced "to a considerable extent" also, in places around their centres of circulation, sales of music. J. C. Johnson

OFFICE OF
E. T. HAZELTINE,
 Proprietor of PISO'S CURE FOR CONSUMPTION
 and PISO'S REMEDY FOR CATARRH.

DICTATED BY **E. T. H.** STENOGRAPHER **Hamblen.**

WARREN, PA., August 13, 1889.

Chicago Newspaper Union,

New York;

Gentlemen;

We have advertised in your lists for many years. This shows what we think of their value. It may be stated positively that there is no better way to reach the people in the places where your papers circulate.

Respectfully yours,

E. T. Hazeltine.



PLEASE ADDRESS YOUR REPLY TO
 ADVERTISING DEPARTMENT

ADVERTISING DEPARTMENT

W. L. DOUGLAS.

MANUFACTURER OF W. L. DOUGLAS \$3. SHOE,

AND OTHER SPECIALTIES IN SHOES.

DICTATED.

BROCKTON, MASS.,

Aug. 13 1889

Chicago Newspaper Union
 10 Spruce Street
 New York, N.Y.

Gentlemen
 We have used your
 Lists in advertising the "Douglas, Shoes,"
 and as far as we are able to judge
 the result has been satisfactory.

Very Truly
 W. L. Douglas
 per M.

JAS F. SMITH, President.

INCORPORATED 1880.

JESSE W. SMITH, Sec'y. & Treas.

J. F. Smith & Co.,

PROPRIETORS OF

SMITH'S BILE BEANS,

120 WALNUT STREET.

St. Louis, Mo. Aug. 12 1889

The Chicago Newspaper Union
10 Spruce St. New York City—
Gentlemen:—

It gives me
pleasure to say that your
faithfully executed and orders for
advertising in the past and our
experience with your lists of
papers was very satisfactory.

We believe that they were largely
influential in increasing our
business

Very truly
J. F. Smith & Co

Tiffin Machine Works
Loomis & Nyman
Established 1848

Market Street

Tiffin Ohio Aug 19th 1889.

The Chicago Newspaper Union,

Gentlemen,

*We have advertised our Well Boring
 machinery in your Lists for some
 years, and can say, with pleasure,
 that our money has been well spent.
 We expect to continue our adv'tg
 with you so long as necessary.
 Yours Truly, Loomis & Nyman*



S. K. HARTER President
 F. L. HARTER V. Pres.

F. M. STERRETT Secy
 C. F. WARNER Treas.



St Louis, Aug. 13th. 1889

Chicago Newspaper Union,
 10 Spruce St. New York.

Dear Sir.- We have been using your lists and are well sat-
 isfied with the service you gave us.

Very Truly,

F. M. Sterrett
 Vice-Pres't. & Manager.



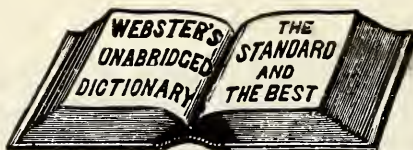
NEW YORK

Chicago N.Y. Aug 12th 1889
 The Chicago Newspaper Union
 Office 10 Spruce Street
 New York

Gentlemen

Our advertising in
 your various Co., Op. Lists
 has been very satisfactory as
 you must know, from the
 fact that we have been con-
 tinually represented in your
 columns for seven years past
 Very truly
 Ely Brothers

OFFICE OF
G. & C. MERRIAM & CO.
SPRINGFIELD,
MASS.



PUBLISHERS OF
WEBSTER'S DICTIONARIES,
CHITTY'S PLEADINGS,
ETC.

(O. M. BAKER AND H. C. ROWLEY ADMITTED TO THE FIRM MARCH 31 1882.)

Aug 13th 1889

The Chicago Newspaper Union.

10 Spruce St. New York.

Gentlemen. It affords us
pleasure to say that your lists
have been used to advantage
by us, and that business dealings
with your house have been satis-
fying-

Wishing you continued pros-
perity we are

Yours truly

G. & C. Merriam & Co

TELEPHONE CONNECTION.

WORLD'S FIRST PREMIUM
AWARDED
AT THE GREAT
CENTENNIAL EXHIBITION PHILADELPHIA 1876

PRIZE MEDAL, PARIS 1878.

OFFICE OF
WILLIAM DREYDOPPEL,
MANUFACTURER OF
SOAP, CANDLES, STARCH, SODA, &c

PROPRIETOR OF
Dreydoppel's Borax Soap and Beeson's Medicinal Soaps,

AGENT FOR MORGAN'S SAPOLIO.

NO. 208 NORTH FRONT STREET

Philadelphia, August 15th 1887.
Chicago Newspaper Union
10 Spruce St. New York.
Respected Gentlemen!

I have been using your lists now for many years; advertising my Dreydoppel Soap and Beeson's Aromatic Alum Sulphur Soap, and must say that I have received more returns through it every year, therefore has increased my confidence by its entire satisfaction.

I have made careful examination of most all other lists and the later experience has convinced me, that your list is unquestionably one of the best for its part of the country if not superior to any other list now.

Respectfully
Wm. Dreydoppel
practical Soap maker & Chemist

CLASSIFIED BY STATES.

It very often occurs that Advertisers desire to know just how many papers we have in the different States covered by our Lists. For the benefit of those interested, we append herewith a table showing the number issued in each State:

OHIO.....	78
INDIANA.....	162
MICHIGAN.....	131
WISCONSIN.....	175
ILLINOIS.....	216
IOWA.....	188
MISSOURI.....	17
NEBRASKA.....	105
DAKOTA.....	129
MINNESOTA.....	26
OTHER STATES AND TERRITORIES.....	18
TOTAL.....	1,245

 Our Lists can be used separately or together, as advertisers desire, but single lists cannot be subdivided.

ELECTROTYPING.

We desire to call the attention of advertisers to the fact that we are prepared to make electrotypes of advertisements in any quantity at extremely low prices. Our large line of the latest styles of advertising type enables us to set up advertisements in a manner that cannot fail to satisfy the most particular advertiser, and with the most improved electrottype machinery we can guarantee first-class plates and prompt delivery of any job we undertake.

Estimates for the engraving or composition of advertising matter of any kind and for the electrotyping of the same will be furnished promptly, and satisfaction guaranteed. For any information desired upon this subject, address

CHICAGO NEWSPAPER UNION,
271 and 273 Franklin Street, CHICAGO, ILL.

HF
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1890
RARE
BKRIM

1245

COUNTRY

HOME

NEWSPAPERS

OF THE

BEST CLASS.